



For immediate release
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Bell Fund's Low Budget Interactive Digital Media Program expands

The Bell Fund will accept monthly applications for funding in its Low Budget Production program as of October 1, 2011. Based on the success of the monthly Development Program application cycle undertaken this year, the Board has expanded its monthly evaluation process to include the Low Budget Production program, for projects associated with a television program and budgeted under \$100,000. These projects qualify for funding of up to 75% of their budgets.

This program is designed to stimulate the production of enhanced, interactive digital content that has targeted audience strategies. Certain demographics and genres and production cycles have typically benefited from interactive content that is focused and more limited in scope. For example, low budget projects may include individual games or activities or modules, mobile/tablet applications, content to accompany the first season of a series, updates for previous seasons of interactive content, content for niche audiences or social media content designed to establish communities of interest.

Another key change to this program is the elimination of the requirement that broadcasters contribute 10% to the production financing. Instead, at least 10% of the budget may come from any unrelated, arm's length source, including the broadcaster (which is consistent with the Bell Fund's regular Production Program requirements) and will allow for greater funding flexibility.

All applications to the Bell Fund are evaluated by industry professionals whose recommendations and analyses are submitted to the Board of Directors for approval of funding. Funding decisions on the Low Budget applications will be announced within three weeks after each monthly deadline.

The Bell Fund adapts regularly to the changing needs of the multi-platform digital media industry in order to both facilitate the growth of the industry, and to provide Canadian audiences with the content that they want and use. The Bell Fund has contributed over \$100 M to Canadian television and digital media producers for the development of 170 projects and the production of 600 cross-platform projects, in the past 13 years. The Bell Fund receives annual contributions of \$13M from Bell TV as part of its annual BDU support of the industry. The Development Program is also supported by the interest generated from a \$10M endowment resulting from the BCE/CTV Benefits received in 2001.

The Bell Fund is a non-profit organization with an independent Board of Directors representing various sectors of the television and digital media industry. The Fund is administered by the Independent Production Fund.

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